



August 2014

MINORITY HEALTH DISPARITIES REDUCTION DEMONSTRATION PROGRAM (DEMO)

Fact Sheet

Background and Overview

During the 2008 Legislative Session, the Maryland General Assembly and the Administration identified funds for the Office of Minority Health and Health Disparities (MHHD) to address minority adult health disparities and minority infant/toddler mortality issues, beginning in fiscal year 2009. Four (4) local health departments were initially selected to participate in the “Minority Health Disparities Reduction Demonstration Pilot Project” for a 3-5 year period; three (3) based on the jurisdictions’ high rates of minority infant mortality and one (1) based on the jurisdiction’s high rate of minority adult cardiovascular disease mortality.

The purpose of the Minority Health Disparities Reduction Program (DEMO) is to identify and partner with health departments, health advocates, community, faith based entities, and other organizations that work with minority groups in educating, empowering and creating awareness around minority adult cardiovascular disease and minority infant mortality. Funded programs are expected to engage the community through a local coalition designed to address the specified issue; conduct community outreach to at risk populations through the use of community health workers; provide technical assistance to community based organizations and local health advocates in program implementation, and develop a sustainability plan for the continuation of services.

In FY 2014, five (5) new programs were selected; three (3) to address minority infant mortality (two local health departments and one community based organization) and two (2) to address minority adult cardiovascular disease (a local health department and a community based organization) for a period of 3-5 years.

Minority Infant Mortality Reduction Program (MIMR)

The three Minority Infant Mortality Reduction (MIMR) DEMO Programs, Anne Arundel County Department of Health, Charles County Department of Health, and Holy Cross Hospital in Montgomery County are funded to conduct outreach programs and activities that target reduction of infant mortality among ethnic minority groups within their individual jurisdictions. Throughout the fiscal year, the MIMR DEMO Programs focused on recruiting and referring women, as well as their significant others, to services that would enhance the likelihood of a full term and healthy birth weight baby.

The accomplishments of the MIMR DEMO Programs for FY 14 are as follows:

- 5,026 minority individuals were reached through MIMR DEMO Program efforts.
- 179 pregnant minority women were enrolled in the MIMR DEMO Programs; of these, 85% of women who delivered babies in the programs delivered at full term.
- 643 referrals for services (internal and external) were made.
- 42 programs were held for enrollees in the MIMR DEMO Programs and 96 workshops, health fairs, and other events were held in community settings.
- 75,297 maternal and infant related health education materials were distributed by local MIMR DEMO Programs
- 81 community based and healthcare service provider partnerships were developed.

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Minority Adult Cardiovascular Disease Reduction (MACVD)

During fiscal year 2014, the two (2) Adult Minority Cardiovascular Disease (CVD) DEMO Programs, Faith Center for Community Wellness in Baltimore City and Worcester County Health Department, conducted a variety of activities designed to increase CVD awareness among minority populations. These efforts included minority tailored programs, involving minorities in the local coalitions to address CVD, increase health screenings and referrals, improve health education outreach through ethnic and racial cultural events, and promote and advocate alliances to control CVD along with other chronic diseases. The fiscal year accomplishments of the Minority Adult CVD DEMO Programs included:

- 9,404 minority individuals were reached through DEMO efforts.
- 893 minorities were enrolled in CVD Management with the Minority Adult CVD DEMO Programs
- 424 programs were held for enrollees in the Minority Adult CVD DEMO programs, and 56 workshops, health fairs, and other events were held in community settings
- 44,570 CVD related health education materials were distributed by DEMO grantees

FY 15 Local DEMO Program Contact Information

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For more information regarding DEMO Programs in your County, please contact the individuals listed above.

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